

**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

B.A Journalism & Mass Communication

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(44th SCAA meeting held on 30.05.2016)

Sem.	Pt. I/II /III /IV	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre-dits	Marks					
							Maximum			Passing minimum		
							Int.	Ext.	Tot.	Ext.	Tot.	
III	I	13	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40	
	II	14	Language	ENGLISH	6	3	25	75	100	30	40	
	III	15	Core - 5	INTRODUCTION TO MASS COMMUNICATION	6	5	25	75	100	30	40	
	III	16	Allied -III	PRINT PRODUCTION	6	5	25	75	100	30	40	
	IV	17	Skilled Based subject -I	DESIGNING AND PAGINATION	4	4	25	75	100	30	40	
	IV	18	Non-Major Elective -I	HUMAN RIGHTS REPORTING	2	2	25	75	100	30	40	
			Subtotal			30	22					

IV	I	19	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40	
	II	20	Language	ENGLISH	6	3	25	75	100	30	40	
	III	21	Core - 6	ADVERTISING AND PUBLIC RELATION	6	5	25	75	100	30	40	
	III	22	Allied -IV	BROADCAST JOURNALISM	6	5	25	75	100	30	40	
	IV	23	Skilled Based subject -II	BASIC PHOTOGRAPHY	4	4	25	75	100	30	40	
	IV	24	Non-Major Elective -II	FREELANCE JOURNALISM	2	2	25	75	100	30	40	
	V	-	Extension Activity	NCC,NSS, YRC, YWF		1						
			Subtotal			30	23					

Introduction to Mass Communication

UNIT I

Communication -Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication. Uses of Communication.

UNIT II

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types.

UNIT III

Mass Media - Newspaper, Magazine & Television, Radio: Characteristics, Advantages and Disadvantages, Roles and Functions of Mass Communication.

UNIT IV

Marshall McLuhan, Approach: "Medium is the Message", Raymond Williams Approach.Characteristics of Mass Society, Sociological Theories: Agenda Setting, Uses and Gratification Theory An Introduction to Indian Perspective of communication

UNIT V

Meaning of Information Technology. Role of Information Technology in Communication. Latest Trends in Information Technology. Internet, WWW, Social Networking, Future of Communication with Changing Environment of Information Technology.

Books for Reference

1. Mass Communication theory, Denis Mcquail., Sage Publication, New Delhi.
2. Understanding Mass Communication, Melvin. L. Deffuer, Publishers Distributors, Delhi.
3. Understanding of Media : The Extension of Man, Marshall McLuhan.
4. DAVID SERLO The Process of Communication.
5. EMERY & OTHERS Introduction to Mass Communication.

PRINT PRODUCTION

UNIT I

Background of printing technology – Basic principles of graphic reproduction processes – Brief know-how of early printing systems: Relief process- Letter Press: Platen, Flat bed Cylinder, Rotary. Typography: Type characteristics – Type classifications – Type measurement. Spacing:

UNIT II

Prepress: Design and Layout – Software application: Corel Draw – Indesign – Photoshop – Quark Express. Scanning: Methods – Tones: Line and Halftone.

UNIT III

Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning – Colour Separation : Additive and Subtractive Processes – Colour Printing: RGB and CMYK.

UNIT IV

Printing: Offset Printing Process: Plate to Print – Sheet-fed and Web-fed press. Gravure Printing Process: Plate making process – printing. Flexography Printing: Process. Digital Printing:

UNIT V

Packaging – Design: Functions and Characteristics – Concept – Shape and Proportion – Elements: Types – Logo – Illustrations: Quality: Grams Per Square Meter (GSM) – Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging .

Books for Reference

1. Sarkar N.N. Art and Print Production : Oxford University Press; New Delhi 2008.
2. Richard Schlemmer. Handbook of Advertising Art Production', Prentice Hall, New York,
3. Mario Garcia. 'Contemporary Newspaper Design', Prentice Hall. NY. 1980.
4. Edmund Arnold. 'Designing the total Newspaper'. Harper Collins, NY.1981.
5. Moen, Daryl. Newspaper Layout and Design. (4thedn.). Surjeet Publications, New Delhi, 2004.

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Semester-III/ Ppr.no.17/Skilled Based –I

Designing and Pagination

Unit I

Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design – balance, contrast, proportion and unity

Unit II

Principles of page makeup, mechanics of dummyming, positioning, vertical and horizontal makeup and flexibility; dos and don'ts of good layout

Unit III

Traditional and contemporary make-up concepts-Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup

Unit IV

Special effects – wraparounds and skews, photo cutouts, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures

Unit V

Design and pagination software's – QuarkXpress (page design), Photoshop, Corel Draw, Illustrator and Indesign

Books for Reference

1. Floyd K. Baskette, The Art of Editing
2. Tim Harrower, The Newspaper Designer's Handbook, McGraw Hill
3. Newspaper Layout and Design, Daryl R Moen
4. The Best of Newspaper Design, The Society for News Design, Rockport Publishers
5. Contemporary Newspaper Design, John D. Berry (Ed.)
6. Elements of Newspaper Design, Steven E. Ames
7. News Editing, Bruce H. Westley, Houghton Mifflin

HUMAN RIGHTS REPORTING

UNIT 1

Definition of Human Rights - Nature, Content, Legitimacy and Priority - Historical Development of Human Rights - International Human Rights

UNIT 2

Media and Contemporary Issues on Human Rights: Children's Rights - International standards on reporting human rights violations relating to Women's and marginalized Rights-UDHR

UNIT 3

Human rights as news value- Reporting human rights issues- Concerns in human right reporting

UNIT 4

National and State Human Rights Institutions – Various Commissions for the Oppressed - powers and functions

UNIT 5

Case studies of various human rights reporting in National and Tamil Regional Newspapers

Books for Reference

1. International Bill of Human Rights, Amnesty International Publication, 1988.
2. Desai, A.R. - Violation of Democratic Rights in India
3. Timm. R.W. - Working for Justice and Human Rights.
4. J.C.Johari - Human Rights and New World Order.
5. G.S. Bajwa - Human Rights in India.
6. K. Cheous (Ed) Social Justice and Human Rights (Vols 1-7).

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Semester-IV/ Ppr.no.21/ Core-6

Advertising & Public Relation

Unit I

Introduction: Definitions of advertising and public relations — practitioners — advertising and PR

organizations.

Unit II

Functions of advertising: economic impact — informative function — persuasive function — billiard-ball principle — abundance principle — AIDA model.

Unit III

Types of advertising: classification by target audience — by geographic area — by medium — by purpose — advertising process

Unit IV

Public relations: PR transfer process — publicity — relevant publics — house journals — managing media.

Unit V

PR practice: business & industry — government & politics — healthcare & evaluation — corporate communication.

Books for Reference

1. Contemporary Advertising —William F. Arens & Courtland L. Bovee. Sydney: Irwin, 1994.
2. How Advertising Works And The People Who Make It Happen — Jan Greenberg. New York: Henry Holt, 1987.
3. Advertising & Sales Promotion —S.H.H. Kazmi & Satish K. Batra. New Delhi: Excel Books, 2006.
4. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.

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Semester-IV/ Ppr.no.22/ Allied - IV

BROADCAST JOURNALISM

NIT I

Brief History of Broadcast and Broadcasting Journalism of the World - Objectives and Policies of A.I.R - Committees on Broadcasting: Chanda Committee, Vargeese Committee. Prasar Bharti Act - Brief History & Characteristics of Television Broadcasting in India and the world, Early Indian experiment-expansion reach: Doordarshan-Private Channels

UNIT II

News Sources: Reporters, contacts, Newsroom diary, Files, Check calls, Emergency services radio, Politicians, Pressure groups - Staged events: The protest, the announcement, the set place, News releases, Syndicated tapes, Freelances, duties of the reporters and stringers, Tip-offs, Hoaxes, Wire services and news agencies, The network, Other news media

UNIT III

Getting the Story: Newsroom conference, copy-tasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock, Work to sequence, don't panic - 10 Golden Rules For Video Journalists.

UNIT IV

News anchors and presenters: The talent, anchor versus newsreaders, Qualities of a newscaster, Women newscasters, more than just a news reader, professionalism. Costume and makeup for television

UNIT V

Electronic News Gathering (ENG): ENG Production Features – Satellite uplink – Electronic Field Production (EFP): Preproduction – Production: Equipment Check – Production: Setup - Production: Rehearsals – Production: Videotaping – Production: Strike and Equipment Check – Post production –

Books for Reference

1. Andrew Boyd. —Broadcast Journalism: Techniques of Radio and TV News. Focal Press. Oxford. 1997
2. Herbert Zettl. —Television Production Handbook. Thomson Wadsworth. Ninth Edition. Belmont. USA. 2007
3. David Keith Cohler. —Broadcast Journalism: A guide for the presentation of Radio and Television News. Prentice-Hall, Inc., Englewood Cliffs, New Jersey. USA. 1985

MSU/2016-17/UG-Colleges/Part-IV (B.A. Journalism & Mass Communication)
Semester-IV/ Ppr.no.23/Skilled Based - II

Basic Photography

UNIT I

Photography: Introduction, Necessity & utility in Media.

UNIT II

Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera.

UNIT III

Lens: Normal, Wide angle, Tele & Zoom lens, Aperture, Focus, Depth of Field, Flash Gun, Filters.

UNIT IV

Speed of the film, Composing & Framing, Rules of Composition, Background.

UNIT V

Photography & Media, Introduction to Digital Photography.

Books for Reference

- 1.Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
- 2.John Hedgecoe, John Hedgecoe's Basic Photography, Collins and Brown, 1993.
- 3.John Freeman, Practical Photography, Smithmark, 1995.
- 4.Photography Techniques, Marshall Cavendish,1992.

**MSU/2016-17/UG-Colleges/Part-IV (B.A. Journalism & Mass Communication)/
Semester-IV/ Ppr.no.24 / Non Major Elective -II**

Freelance Journalism

UNIT I

Importance of News, Concept of News, Elements of News, Forms of News, Significance of News in Modern Life.

UNIT II

Organs of News Body, Different Forms of News Writing, Familiarisation with News Items of Newspapers, Magazines & News Agencies, Translation of News, Preparing of News , Theories and Practice of News Items.

UNIT III

Change of Information in to a News, Change of News into an Information, Co- relation Differentiation and Transformation of News & Information.

UNIT IV

News, sources of news and news value parameters and the basic reportorial and editing skills.

UNIT V

The systems of syndication and stock libraries in India, required tools of the trade and the areas/scope of freelance journalism.

Books for Reference

1. M.V.Kamath, The Journalist's Handbook, Vikas,1992.
2. Michael Barratt, Making the Most of the Media, Kogan Page,1996.
3. Rangaswami Parthasarathy, Journalism in India, Sterling,1989.
4. News writing and Reporting, James, M. Neal, Surjeet Publication.
5. News writing – George A. Hough, Kanishka publishers N. Delhi.